

WE CELEBRATE A PASSION FOR CARS

print and digital

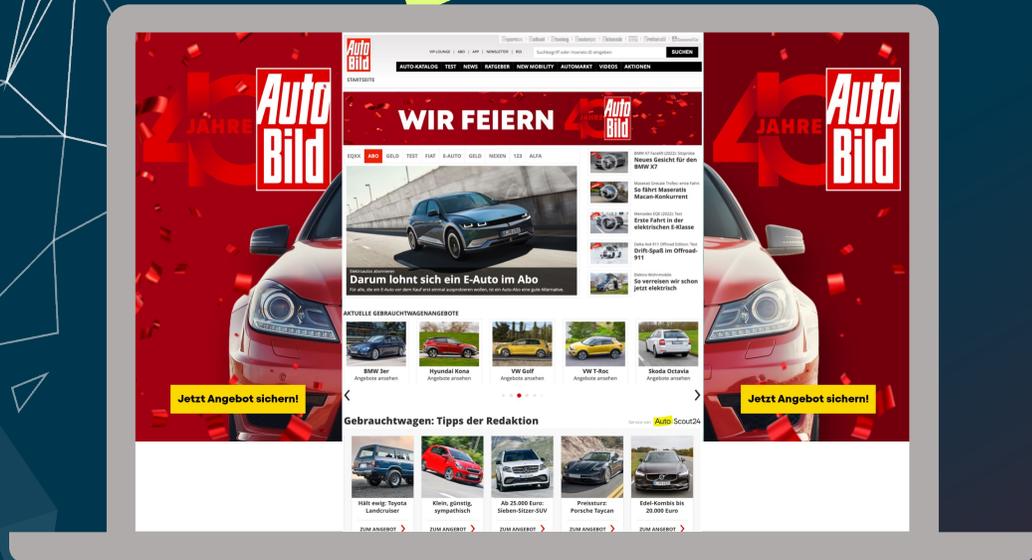
konzipiert von
media **impact**_
dem kreativsten kundenverstehender
deutschlands_

B&M
MARKETING ■



DIGITAL ANNIVERSARY-SPECIAL

promotion period: 12.04.26 – 31.12.26



ANNIVERSARY-SPECIAL 1

Your brand in the spotlight: With 3+1 Home Run placements as daily featured placements (Media) on AUTOBILD HOME.

3+1

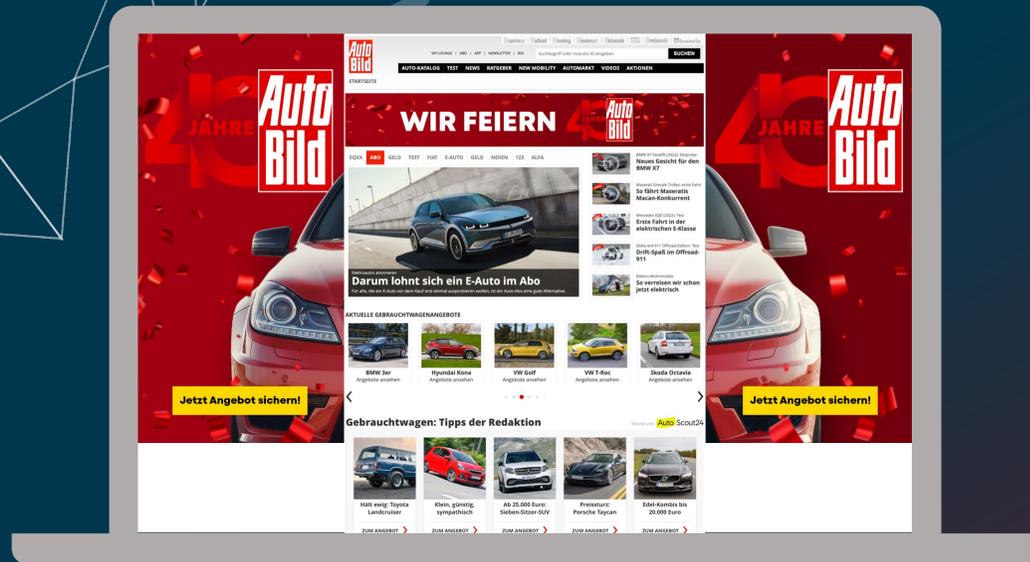
Top benefits:

- + 1 additional Home Run Plus with 250.000 AI's as a natural discount
- + 1 presenter banner on the AUTO BILD anniversary channel with 500.000 AI's

AI's during the promotional period:

1,5 MIO. AI'S

ANNIVERSARY-SPECIAL

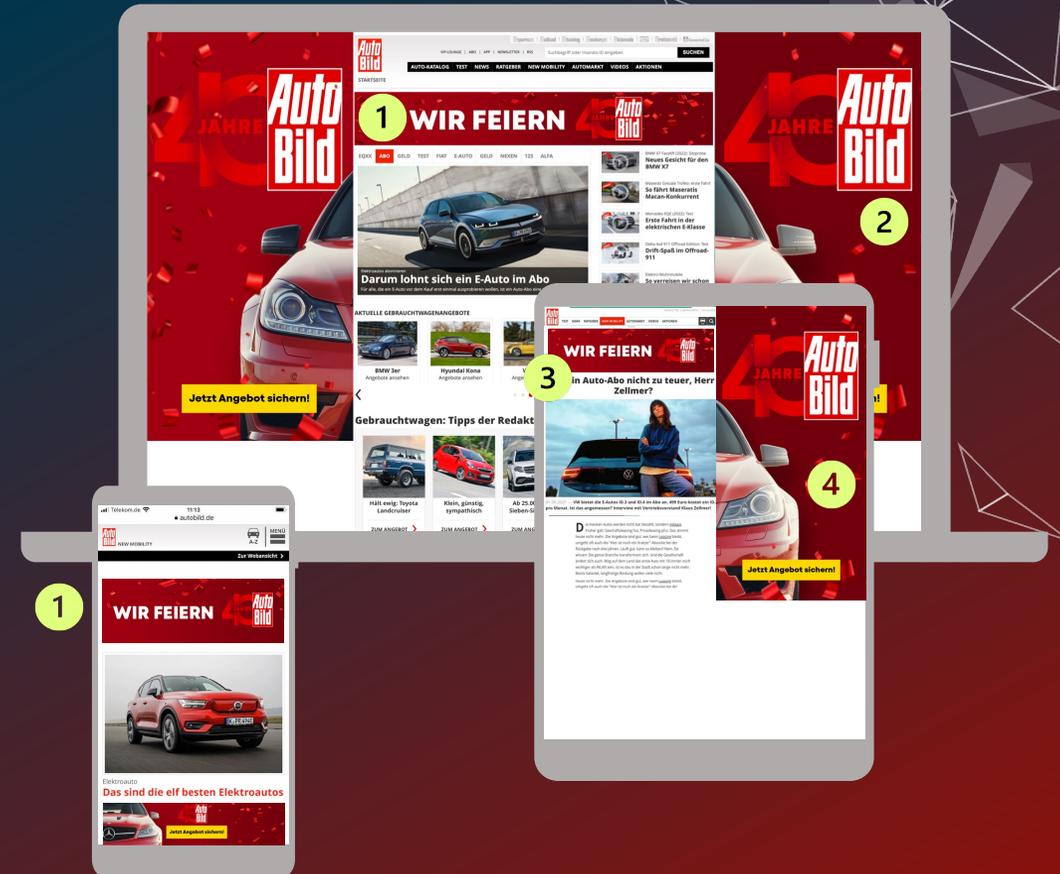


- The **ANNIVERSARY SPECIAL** on **AUTO BILD DIGITAL** brings together all editorial articles on this topic in a dedicated section / channel.
- The ANNIVERSARY SPECIAL will be available for a period of **four weeks** in its **own dedicated section under the NEWS heading** on AUTO BILD DIGITAL.
- Teaser integration, a homepage event and presenting ensure reach and maximum awareness.

HOMEPAGE-SPECIAL ANNIVERSARY

The Anniversary Special will be featured on **AUTO BILD DIGITAL** for 4 weeks.

- 1 Editorial presenting banner in the ANNIVERSARY SPECIAL (including client logo)
- 2 3+1 Home-Run placement on the AUTO BILD homepage
- 3 Editorial presenting banner including client logo in ANNIVERSARY articles
- 4 Large-format display ads as daily fixed placements. 3+1 home-run placements on the AUTO BILD homepage



ANNIVERSARY-SPECIAL 2

Put your brand in the spotlight: With 3+2 Home Run placements as daily feature placements (Media) on AUTO BILD HOME.

3+2

Top-tier benefits:

+ 2 additional Home Run Plus placements with 500.000 AI's as a natural discount

AI's during the promotional period:

1,25 MIO. AI'S



THE ANNIVERSARY EDITION

Thursday 12 March 2026

TO MARK ITS 40TH ANNIVERSARY, A VERY SPECIAL EDITION OF AUTO BILD IS BEING PUBLISHED



- Significant increase in size
- High-quality cover (150 gr. paper) with high-gloss UV varnish
- Use of a fluorescent spot colour on the cover for maximum visibility in shops
- Eye-catching advertising on TV, in print media and in local newspapers
- And to make an even bigger impact on Sunday, we have planned a special promotion.

ANNIVERSARY ISSUE
THURSDAY 12.03.26



Circulation: 135,623 copies
Reach: 1.33 million

WELT AM SONNTAG
SATURDAY/SUNDAY 14./15.03.26



Circulation: 273,283 copies
Reach: 0.79 million

BILD AM SONNTAG
SUNDAY 15.03.26



Circulation: 470,283 copies
Reach: 4.19 million

**879.518 copies sold =
Reach: 5,99 Mio.**



FIGURES, DATA, FACTS

Supplements:

Welt am Sonntag

14–15 March 2026

Paid circulation: 273,283

Reach: 0.79 million

BILD am Sonntag

15 March 2026

Circulation: 470,283

Reach: 4.19 million